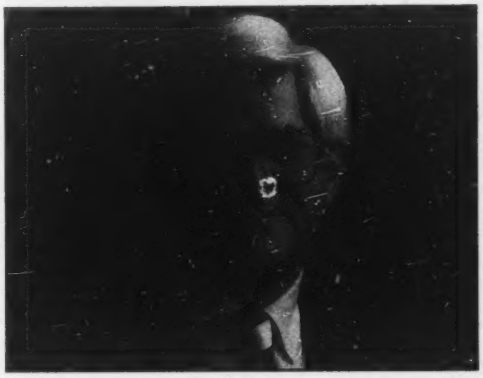
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 16

We're Talkin'



We're talkin' about DONAHUE averaging a 7 rating in overnight markets in May 1986. That's up a full rating point from May 1985.

We're talkin' about DONAHUE's continued success in the three metered early fringe markets—Dallas, Los Angeles, and San Francisco—where he's #1 in his time period.

We're talkin' about SALLY averaging a 3 rating in her 6 overnight markets. Once again, that represents a gain of a full rating point over May 1985.

We're talkin' about SALLY giving WABC-TV, New York, the best rating and share for her time period.

We're talkin' success— and you can, too.

MULTIMEDIA ENTERTAINMENT

Success.

Source: WTD, AVG. RTGS., NSI Metered Market Overnights, May 1–28, 1986, and May 2–29, 1985

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55th Year 1986

Supreme Court passes on Quincy

Broadcasting Jun 16

Supreme Court denies review of Quincy case
The changing world of the Washington lawyer
Advancing on the NAB board

QUINCY DECISION □ Supreme Court denies review of Quincy must-carry case, giving cable First Amendment victory. Broadcasters turn their attention to the compromise now at the FCC. **PAGE 31.**

IN THE CAPITAL □ INTV names new marketing vice president, discusses must carry, music licensing at general manager's conierence in Washignton. **PAGE 33.**

DALLAS CONFAB □ Broadcast Promotion and Marketing Executives/Broadcast Designers Association convention in Dallas hears from Stakelin, Parnigoni and Jankowski. **PAGE 34.**

UPPING ANTE □ Macfadden Publications raises offer for Blair to $30 per share. **PAGE 36.**

FUNDING CUTBACK □ WNET New York says it will eliminate, over next few years, national program production for public broadcasting sector and concentrate on serving local area. **PAGE 36.**

BACK TO THE HILL □ Backyard earth stations owners testify before House hearing effects of scrambling. **PAGE 37.**

FROM THE BACK BURNER □ The Advanced Television Systems Committee moves to improve 525-line NTSC. **PAGE 40.**

SNEAK PREVIEW □ CBS's Joseph Flaherty says broadcasters will face difficult challenges ahead in face of new technologies and increased competition. **PAGE 40.**

FIRST SHOW □ NBC's magazine show, *1986*, debuts to mixed reviews. **PAGE 41.**

CHERNOBYL REPORT □ Radio Free Europe/Radio Liberty executives detail reporting of Soviet nuclear accident. **PAGE 42.**

ON THE AGENDA □ NAB board meets this week in Washington for summer board meeting, with radio restructuring issues topping agenda. **PAGE 43.**

THE LAW: 1986 □ The Fowler fervor to deregulate has not left the Washington lawyer in the poor house. Indeed, the practice of communications is thriving. BROADCASTING examines the changing landscape of communications law and its leading practitioners in the capital. **PAGE 48.**

NBC LUAU □ NBC affiliates celebrate first prime time win in Maui. General Electric takeover closes early. Tartikoff signs new contract. Eskridge details 1988 Olympics package. **PAGE 59.**

MEETING IN ST. LOUIS □ NATPE to hold second annual production conference. **PAGE 65.**

ANOTHER WIN □ NBC wins prime time ratings and also takes evening news race. **PAGE 65.**

DEMO LEAD □ Nielsen reports NBC's lead in key demographics for second quarter. **PAGE 66.**

VOICE OF NPR □ Susan Stamberg, as co-host of National Public Radio's *All Things Considered*, has carved herself a niche in the Fifth Estate. **PAGE 87.**

INDEX TO DEPARTMENTS

Business	59	Datebook	25	In Brief	88	Programing	65
Business Briefly	18	Editorials	90	Jounalism	41	Riding Gain	58
Cablecastings	10	Fates & Fortunes	84	The Media	43	Stock Index	47
Changing Hands	63	Fifth Estater	87	Monday Memo	24	Syndication Marketplace	68
Closed Circuit	7	For the Record	70	Open Mike	29	Technology	40

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INDEX TO ADVERTISERS: ABR Entertainment Co. 16-17 □ Accu-Weather 28 □ Almi Television 30 □ Americom Radio Brokers 64 □ Blackburn & Co., Inc. 62 □ Blair Entertainment 3 □ Blair Radio 27 □ CBS, Inc. 60 □ Chapman Associates 69 □ Classified Ads 75-83 □ Colex Enterprises 4 □ Columbia Pictures Television 8-9 □ Continental Electronics 58 □ R.C. Crisler & Co. 67 □ Daniels & Associates 68 □ Embassy Telecommunications 19 □ Fidelipac Corp. Fourth Cover □ Firstmark Financial 66 □ Michael Fox Auctioneers 59 □ Golden West Television Productions 15 □ Group W Newsfeed Network 11 □ Houston International Teleport 10 □ H.B. La Rue, Media Brokers 65 □ MCA TV 6 □ MEI Electronics, Inc. 14 □ Morgan Stanley & Co., Inc. 61 □ Multimedia Entertainment Front Cover □ Paramount Domestic Television and Video Programming 39, 41, 43, 46A-46H □ Professional Cards 73 □ Cecil L. Richards, Inc. 63 □ RKO Television Third Cover □ Select Radio Representatives 20-21 □ Services Directory 72 □ Sono-Mag Corp. 18 □ The Television Program Source 44-45 □ Transtar Second Cover □ 20th Century Fox Television 12-13, 25 □ World Events Productions, Ltd. 23 □ WOR-TV Third Cover

NATPE ready for second Production Conference

Production people gather in St. Louis for workshops, speeches, exhibits

NATPE will call on the experience it gained last year when it opens its second annual Production Conference at the Adam's Mark hotel in St. Louis this week (June 19-22). An array of exhibitors and speakers and workshops will offer advice to production personnel. More than 600 people are expected to attend. The conference is designed as "one of the few places where the needs of production people" are addressed, according to conference chairman, Paul Krimsier, vice president and assistant general manager, KGMC(TV) Oklahoma City.

NATPE President David Simon, vice president of programing, Fox Television Stations, said that NATPE is hoping for a large number of on-site registrations, as well as the same standing-room-only interest in the conference's sessions that occurred last year when the conference was held in New Orleans. "People didn't use it [the production conference] as an excuse to tour the French Quarter," he said. Simon, former promotion manager at KBHK-TV San Francisco, said he hoped the production conference will offer the production people new insights and also give them the credit he said they deserve.

NBC takes prime time and news

NBC celebrated wins in both prime time and national news during the week of June 2-8, according to Nielsen ratings. In prime time it did it with a 13 average rating and a 24 average share, while CBS had a 12.3/23 and ABC an 11.1/20. In news ratings, NBC had a 10.4/22 to CBS's 10.1/22 and ABC's 10/21.

The news of NBC's second straight win in news ratings, a week after its first win since October 1981, was somewhat mitigated by the news that a final analysis of the prior week ratings showed that NBC did not have the outright win it thought it had. Instead of NBC's winning with a 10/22 over CBS's 9.9/22, as early overnight figures had indicated, the two actually tied at 9.9/22. The discrepancy was a result of one NBC affiliate's (WMAR-TV Baltimore) lack of carriage of *The NBC Nightly News with Tom Brokaw* one evening. The Baltimore station carried a Baltimore Orioles game from 3:15 to 6:21 p.m., and then went straight into local news, preempting the 6:30 NBC national news. According to a Nielsen spokesman, the change in the weekly news ratings was the result of changes between preliminary and final data. The first numbers, reported on Tuesday, did not reflect the pre-emption. Final numbers reported on the following Monday did.

CBS research vice president, David F. Poltrack, said that CBS calculations showed that the pre-emptions for two NBA championship games for the week of June 2-8 made for a loss of 60% of the normal audience on the West Coast. That, he said, meant a 0.4 loss in the week's *CBS News* average. At the same time, ABC and NBC received boosts of 0.2 of a rating point to their weekly news averages. NBC's prime time victory came with wins on five nights—Monday, Wednesday, Thursday, Friday and Saturday. ABC won Tuesday and CBS took Sunday. HUT levels (homes using television) for the week were up from last year to 55.1. Three-network ratings and shares also posted 3% gains compared to the same period a year ago.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	24.2/44
2.	The Cosby Show	NBC	24.0/46
3.	Night Court	NBC	20.3/36
4.	Murder, She Wrote	CBS	18.8/36
5.	R. Clooney Story	CBS	18.3/32
6.	Growing Pains	ABC	17.8/32
7.	Golden Girls	NBC	17.7/34
8.	Who's the Boss	ABC	17.6/33
9.	All is Forgiven	NBC	17.5/26
10.	NBA Champ. Game 5	CBS	16.9/30
11.	Moonlighting	ABC	16.8/28
12.	60 Minutes	CBS	16.6/34
13.	Miami Vice	NBC	16.5/30
14.	227	NBC	16.0/30
15.	Spenser: For Hire	ABC	16.0/27
16.	Newhart	CBS	15.6/24
17.	NBA Champ. Game 4	CBS	15.4/26
18.	Kate & Allie	CBS	15.3/24
19.	Valerie	NBC	14.3/24
20.	No Man's Land	NBC	14.0/23
21.	Highway to Heaven	NBC	13.7/25
22.	Hardcastle & McCormick	ABC	13.7/24
23.	Facts of Life	NBC	13.4/26
24.	You Again	NBC	13.4/24
25.	Stingray	NBC	13.0/24
26.	Hill Street Blues	NBC	13.0/23
27.	20/20	ABC	12.8/22
28.	Cagney & Lacey	CBS	12.7/23
29.	Hunter	NBC	12.7/21
30.	Starting Over	ABC	12.7/21
31.	Magnum, P.I.	CBS	12.6/25
32.	MacGyver	ABC	12.5/23
33.	St. Elsewhere	NBC	12.3/23
34.	Gimme a Break	NBC	12.0/27
35.	Blacke's Magic	NBC	12.0/21
36.	Deadly Encounter	CBS	11.4/21
37.	Gotta Be a Better Way	ABC	11.4/21
38.	Remington Steele	NBC	11.3/22
39.	Mr. Belvedere	ABC	11.0/22
40.	Scarecrow & Mrs. King	CBS	10.8/19
41.	Bronco Billy	NBC	10.8/19
42.	Knight Rider	NBC	10.7/22
43.	Webster	ABC	10.7/22
44.	Old Yeller	ABC	10.7/21
45.	Hero at Large	CBS	10.6/19
46.	Love Boat	ABC	10.3/19
47.	Crazy Like a Fox	CBS	9.8/21
48.	Airwolf	CBS	9.8/18
49.	Don't Go to Sleep	ABC	9.8/19
50.	A Team	NBC	9.8/18
51.	Divorce	NBC	9.8/17
52.	Prince of the City, pt. 1	ABC	9.5/17
53.	The Insiders	ABC	9.3/16
54.	Amazing Stories	NBC	8.9/17
55.	Mr. Sunshine	ABC	8.7/16
56.	Moscow Bureau	ABC	8.3/16
57.	Simon & Simon	CBS	8.0/15
58.	Charlie & Company	CBS	7.1/15
59.	West 57th	CBS	7.0/13
60.	Dynasty II: The Colbys	ABC	6.8/12
61.	Ripley's Believe It or Not	ABC	6.4/12
62.	Living Code	CBS	6.3/13
63.	Punky Brewster	NBC	6.2/12
64.	Leo & Liz in Bev. Hills	CBS	5.8/12
65.	Silver Spoons	NBC	5.6/12
66.	The Great Heep	ABC	4.9/11

*Indicates premiere episode

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

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RADIO · TV · CATV · APPRAISALS

1,778 ft. and change TL. Action May 27.

■ *KETS (ch. 2) Little Rock, Ark.—Granted app. to replace ant. Action May 27.

■ KARD (ch. 14) West Monroe, La.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,876 ft., and replace ant. Action May 27.

■ KDEB-TV (ch. 27) Springfield, Mo.—Granted app. to change HAAT to 1,688 ft. Action May 27.

In Contest

Review board made following decision:

■ Garden City, N.J. (Jarad Broadcasting Co., et al) FM proceeding. Scheduled oral argument for July 3 on exceptions to initial decision of ALJ John M. Frysiak granting app. of Spectron Broadcasting Corp. for new FM station at Garden City, denying competing apps. of Jarad Broadcasting, Garden City Broadcasting Inc., Westplex Broadcasting Co., North Shore Broadcasting, December Ventures Inc., Wink Radio Inc., Fonic Broadcasting Co. and McComas Broadcasting Corp. Each party has 20 minutes for argument. Jarad, Garden City, Westplex, North Shore, December, Wink, Fonic and McComas may reserve part of their time for rebuttal. By letter, June 4.

ALJ Joseph Chachkin made following decision:

■ Myrtle Beach, S.C. (Coastal Broadcasting of Myrtle Beach, et al) TV proceeding. Granted petition by South Carolina Broadcasters Limited Partnership and enlarged issues against Sheila Lynn McManus to determine financial qualifications, transmitter site availability, and lack of candor. By MO&O, June 2.

ALJ John M. Frysiak made following decisions:

■ Dalton, Ga. (Family Television of Dalton Inc., et al) TV proceeding. Granted motion for summary decision by Southern Television Inc. and resolved short-spacing issue in its favor. By MO&O, June 5.

■ Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. Granted motion for summary decision and resolved air hazard issue in its favor. By MO&O, June 6.

■ Rock Hill, S.C. (Moore Broadcast Industries Inc., et al) TV proceeding. Granted petition by Family 55 TV Inc., and enlarged issues against Metrolina Media Inc. to determine financial qualifications, and lack of candor. By MO&O, June 4.

■ El Paso (UN2JC Communications, et al) TV proceeding. Granted Liquico Television's motion and dismissed its app. with prejudice. By order, June 4.

ALJ Joseph P. Gonzalez made following decisions:

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. Partially granted petition by Jacaranda Broadcasting Co. to enlarge issues against Tampa Bay Broadcast Ltd. to determine financial certification issues. By MO&O, May 22.

■ Bethlehem, Pa. (Sonshine Family Television Corp., et al) TV proceeding. Granted motion by William J. Kimble and enlarged issues against Lehigh Valley Broadcasting and Communications to determine transmitter site availability. By MO&O, May 19.

■ Brady, Tex. (John R. Powley and Kimbell Television Co.) TV proceeding. Granted summary decision by Kimbell and resolved satellite issue in its favor; granted joint requests for settlement agreement by Powley and Kimbell and dismissed Powley's app. with prejudice; granted Kimbell's app. for new TV station at Brady and terminated proceeding. By MO&O, May 15.

ALJ Edward J. Kuhlmann made following decisions:

■ Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV proceeding. Denied RKO and Fidelity's motion for leave to file an appeal of MO&O requesting settlement agreement in this proceeding. By MO&O, May 20.

■ Lewiston, Me. (Minority Women's TV Coalition, et al) TV proceeding. Granted motions and petitions and dismissed apps. of Channel 35 Lewiston and Minority Women's TV Coalition with prejudice. By MO&O, May 19.

■ Ship Bottom and Manasquan, N.J. (Niagara Communications Inc. and Coastal Marine Telephone Inc.) Public coast station proceeding. Granted app. of Niagara for new local service public coast station at Ship Bottom; granted Coastal Marine's app. for same service at Manasquan, and terminated proceeding. By order, May 23.

ALJ Edward Luton made following decisions:

■ Battle Creek, Mich. (Thompson Broadcasting of Battle Creek Inc., et al) TV proceeding. By separate orders: granted motion by Margaret Miller and dismissed for failure to prosecute app. of United States Broadcasting Corp. with prejudice; granted motion by Polaris Television and dismissed its app. with prejudice. By orders, May 22.

■ Virginia City, Nev., and Placerville, Calif. (A.M. Renaissance Inc., et al) AM proceeding. By separate orders: granted motion for summary decision by A.M. Renaissance and resolved air hazard issue in its favor; granted motion for summary by Placerville Radio Broadcasters and severed from this proceeding and granted its app. for new AM station at Placerville, Calif.; granted joint request for settlement agreement between A.M. Renaissance and All Kountry Music Broadcasters and dismissed All Kountry's app. with prejudice; granted A.M.'s app. for new station at Virginia City, and terminated proceeding. By MO&O, June 5.

■ El Paso (St. Clement Episcopal Parish School Inc. and El Paso County Community College District) TV proceeding. Granted El Paso County's petition and dismissed its app. with prejudice; granted St. Clement's app. for new TV station at El Paso, terminated proceeding. By order, June 4.

■ Conroe, Tex. (DLBS Inc., et al) TV proceeding. Granted motion for summary decision by G-A Communications Inc. and resolved short-spacing issue in its favor. By order, May 22.

■ Charlotte Amalie, V.I. (The H and M Limited Partnership, et al) FM proceeding. Granted motions by Thousand Islands Corp. and H and M and dismissed their apps. with prejudice. By order, June 4.

ALJ Richard L. Sippel made following decisions:

■ Anchorage (KENI Associates, et al) FM proceeding. Granted joint request for settlement agreement between Aloha Broadcasting Co. and KENI Associates and dismissed KENI's app. with prejudice. By order, June 3.

■ Holly Springs, Miss. (Terry Jan King and Mid South Broadcasting) TV proceeding. Granted joint request for settlement by King and Mid South and dismissed app. of Mid South with prejudice and granted King's app. for new TV station at Holly Springs. By MO&O, May 16.

■ Butte, Mont. (Community Christian Television) TV proceeding. Granted app. of Community Christian for new TV station at Butte and terminated proceeding. By order, May 27.

■ Wolfforth, Tex. (Randy Chandler Ministries Inc. and Garcia Communications) TV proceeding. Granted joint request for settlement agreement by Chandler and Garcia and dismissed Garcia's app. with prejudice and conditionally granted Chandler's app. for new TV station at Wolfforth. By MO&O, May 14.

ALJ Joseph Stirmer made following decisions:

■ San Luis Obispo, Calif. (Pacific Television Ltd., et al) TV proceeding. Granted petition for summary decision by Obispo Television and resolved air hazard issue in its favor. By MO&O, June 3.

■ York Center, Me. (Mildam Associates, et al) FM proceeding. Granted joint request for settlement agreement by Mildam Associates, Katherine T. McCann, Eileen J. Cole-Russo and Coastal Radio Broadcasting Co. and dismissed apps. of McCann, Russo and Coastal with prejudice; granted Mildam's app. for new FM station at York Center, and terminated proceeding. By MO&O, May 23.

■ Las Vegas (Valley Broadcasting Co. and William H. Herstadt) TV proceeding. Partially granted Herstadt's petition to enlarge issues against Valley to determine future ownership rights. By MO&O, May 23.

ALJ James F. Tierney made following decision:

■ Anderson, S.C. (Bowman Aviation Inc. and Anderson Aviation Inc.) Aeronautical Advisory Station proceeding. Granted Private Radio Bureau's motion and granted both Bowman and Anderson's apps. for Aeronautical Advisory Station at Anderson and terminated proceeding. By MO&O, May 21.

Summary of broadcasting
as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New AM
KRDZ	Majorie M. Zellmer, Del Norte, Colo.
	Existing AM
KYYN	KZZE KYYN Limited, Poteau, Okla.

Grants

Call	Assigned to
	New FM's
WWFF	Donna K. Green, Marathon, Fla.
KZZJ-FM	Rugby Broadcasting Inc., Rugby, N.D.
	Existing AM's
KERE	KARE-KARE Inc., Atchison, Kan.
WZRX	WYHT Capital Radio Corp., Jackson, Miss.
KUGT	KJAS Target Media Inc., Jackson, Mo.
WNOW	WCOR Mint Hill Media, Mint Hill, N.C.
WCQR	WNOW County Seat Radio, Blountville, Tenn.
KDFT	KLCA Louis B. Crain, Ferris, Tex.
	Existing FM's
KDUQ	KPOP Fuller-Jeffrey Group Inc., Roseville, Calif.
KOTM-FM	KLEE-FM Kleeco Radio Inc., Ottumwa, Iowa
KROF-FM	KASC Abbeville Broadcasting Service Inc., Abbeville, La.
WWGT	WJBQ Porter Communications Systems Inc., Portland, Me.
KCGQ	KJAS-FM Target Media Inc., Gordonville, Mo.
KFGO-FM	KRRZ Communications Properties Inc., Fargo, N.D.
KMGL	KOFM-KOFM Inc., Oklahoma City
KBNG	KLRZ Salty Broadcasting Corp., Provo, Utah
	Existing TV
WHBL-TV	WMFW-TV Sheboygan County Broadcasting Co., Sheboygan, Wis.